

1958

INDEX

VOLUME III, Nos. 1-4

INDEX BY AUTHOR

- ADLER, WARREN
 PR in a Membership Organization *October*, p. 21
- BATEMAN, J. CARROLL
 Individualism vs. Collectivism: the Public Relations
 Implications *October*, p. 8
- BERNAYS, EDWARD L.
 Steps Toward An Adequate U. S. Overseas Information
 Program *July*, p. 1
- BRODSHAUG, MELVIN (*Book Review*) *April*, p. 36
- COLEN, DON (*Book Reviews*) *April*, p. 32
July, p. 33
October, p. 32
- FOLEY, JAMES PATRICK
 The Key to Successful Special Events *January*, p. 14
- GAVAGHAN, PAUL
 The Role of Public Relations in Market Development . . *October*, p. 13
- HARRAL, STEWART
 21 Points to Watch in Choosing Media *January*, p. 22
- JOHNSTON, ERIC (*Book Review*) *January*, p. 24
- JONES, JOE
 PR Builds U. S. Sales and Goodwill *April*, p. 9
- KEPLER, EDWIN C.
 Samuel Adams, Master Propagandist *April*, p. 1
 Notes on Judge Clary's Opinion *July*, p. 13
- KLEIN, JEROME E.
 Reporting to Management *July*, p. 27
- KRIMEL, DONALD W.
 A Look at Some of the Public Relations Educators . . . *October*, p. 29
 Book Review *April*, p. 37
 Scanning the Professional Journals *January*, p. 19
April, p. 25
July, p. 25
October, p. 19
- MILES, THOMAS W.
 The Impact of Government on PR Practice *April*, p. 27
- SCHAPPER, HENRY
 A Need for Better Employee Relations *January*, p. 9

1958

INDEX

VOLUME III, Nos. 1-4

INDEX BY AUTHOR

- ADLER, WARREN
 PR in a Membership Organization *October*, p. 21
- BATEMAN, J. CARROLL
 Individualism vs. Collectivism: the Public Relations
 Implications *October*, p. 8
- BERNAYS, EDWARD L.
 Steps Toward An Adequate U. S. Overseas Information
 Program *July*, p. 1
- BRODSHAUG, MELVIN (*Book Review*) *April*, p. 36
- COLEN, DON (*Book Reviews*) *April*, p. 32
July, p. 33
October, p. 32
- FOLEY, JAMES PATRICK
 The Key to Successful Special Events *January*, p. 14
- GAVAGHAN, PAUL
 The Role of Public Relations in Market Development . . *October*, p. 13
- HARRAL, STEWART
 21 Points to Watch in Choosing Media *January*, p. 22
- JOHNSTON, ERIC (*Book Review*) *January*, p. 24
- JONES, JOE
 PR Builds U. S. Sales and Goodwill *April*, p. 9
- KEPLER, EDWIN C.
 Samuel Adams, Master Propagandist *April*, p. 1
 Notes on Judge Clary's Opinion *July*, p. 13
- KLEIN, JEROME E.
 Reporting to Management *July*, p. 27
- KRIMEL, DONALD W.
 A Look at Some of the Public Relations Educators . . . *October*, p. 29
 Book Review *April*, p. 37
 Scanning the Professional Journals *January*, p. 19
April, p. 25
July, p. 25
October, p. 19
- MILES, THOMAS W.
 The Impact of Government on PR Practice *April*, p. 27
- SCHAPPER, HENRY
 A Need for Better Employee Relations *January*, p. 9

SCOTT, ALAN	
Public Relations in Texas	October, p. 1
SMITH, J. STANFORD	
Developing Men for Leadership	January, p. 1
STAVISKY, SAMUEL E. (<i>Book Review</i>)	January, p. 26
STEWARD, HAL D.	
It's What You Do That Counts	April, p. 18
Book Review	October, p. 35

INDEX BY TITLES

Book Reviews:

Affluent Society, The	July, p. 33
An Ad Man Ad-Libs on TV	January, p. 27
Bacon's Publicity Checker (<i>1958 Edition</i>)	January, p. 27
Brain Pickers, The	January, p. 27
Business Letters That Turn Inquiries Into Sales	January, p. 26
Corporate Public Relations	January, p. 24
Comparative Study of the Public Relations Practices in Six	
Industrial Corporations, A	January, p. 28
Effective Public Relations	July, p. 33
Fiction and the Unconscious	April, p. 32
Guide to the Practice of Public Relations, A	October, p. 35
Head, Heart and Heel	January, p. 27
How to Make \$18,000 a Year Free-Lance Writing	January, p. 28
Madison Avenue, U.S.A.	April, p. 32
Management's Mission in a New Society	October, p. 32
Mass Communicators, The	October, p. 32
Press Intelligence Directory	January, p. 26
Problems of United States Economic Development	October, p. 32
Psychotherapy: A Modern Theory and Practice	January, p. 27
Public Opinion Index for Industry	October, p. 32
Public Relations Bibliography, A	April, p. 36
Social Science in Public Relations	April, p. 37

Articles:

DEVELOPING MEN FOR LEADERSHIP	
<i>J. Stanford Smith</i>	January, p. 1
IMPACT OF GOVERNMENT ON PR PRACTICE, THE	
<i>Thomas W. Miles</i>	April, p. 27
INDIVIDUALISM VS. COLLECTIVISM: THE PUBLIC RELATIONS	
IMPLICATIONS, <i>J. Carroll Bateman</i>	October, p. 8
IT'S WHAT YOU DO THAT COUNTS	
<i>Hal D. Steward</i>	April, p. 18
KEY TO SUCCESSFUL SPECIAL EVENTS, THE	
<i>James Patrick Foley</i>	January, p. 14
LOOK AT SOME OF THE PUBLIC RELATIONS EDUCATORS, A	
<i>Donald W. Krime</i>	October, p. 29

NEED FOR BETTER EMPLOYEE RELATIONS, A <i>Henry Schapper</i>	January, p. 9
NOTES ON JUDGE CLARY'S OPINION <i>Edwin C. Kepler</i>	July, p. 13
PR BUILDS U.S. SALES AND GOODWILL <i>Joe Jones</i>	April, p. 9
PR IN A MEMBERSHIP ORGANIZATION <i>Warren Adler</i>	October, p. 21
PUBLIC RELATIONS IN TEXAS <i>Alan Scott</i>	October, p. 1
REPORTING TO MANAGEMENT <i>Jerome E. Klein</i>	July, p. 27
ROLE OF PUBLIC RELATIONS IN MARKET DEVELOPMENT, THE <i>Paul Gavaghan</i>	October, p. 13
SAMUEL ADAMS, MASTER PROPAGANDIST <i>Edwin C. Kepler</i>	April, p. 1
SCANNING THE PROFESSIONAL JOURNALS <i>Donald W. Krimel</i>	January, p. 19 April, p. 25 July, p. 25 October, p. 19
STEPS TOWARD AN ADEQUATE U.S. OVERSEAS INFORMATION PROGRAM, <i>Edward L. Bernays</i>	July, p. 1
21 POINTS TO WATCH IN CHOOSING MEDIA <i>Stewart Harral</i>	January, p. 22

INDEX BY SUBJECT MATTER

CASE STUDY.....	July, p. 13
EDUCATION.....	October, p. 29
EMPLOYEE RELATIONS.....	January, p. 9
GOVERNMENT AND PR.....	April, p. 27
HISTORY.....	April, p. 1
INTERNATIONAL PR.....	April, p. 9 July, p. 1
MARKETING.....	October, p. 13
MANAGEMENT.....	July, p. 27
MEDIA.....	January, p. 22
MEMBERSHIP ASSOCIATION PR.....	October, p. 21
PERSONNEL.....	January, p. 1
PROFESSIONAL PR.....	April, p. 18 October, p. 8
REGIONAL PR.....	October, p. 1
SOCIAL SCIENCES.....	January, p. 19 April, p. 25 July, p. 25 October, p. 19
SPECIAL EVENTS.....	January, p. 19